

Mrs. Judy L. Pozdol
403 N. Patton Ave.
Arlington Heights, IL 60005
Home Phone (847) 253-2468

DOCKET FILE COPY ORIGINAL

April 02, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

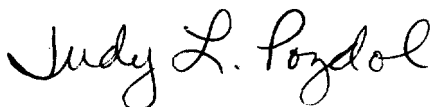
I am writing on behalf of the National PTA and Westgate PTA in Arlington Heights, Illinois, to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and as that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Judy L. Pozdol
403 N. Patton Ave.
Arlington Heights, IL 60005

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

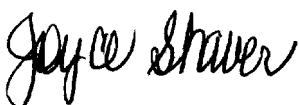
I am writing on behalf of the National PTA and Southwind Elementary PTA of Memphis, Tennessee to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want that industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to our children and their families.

Sincerely,



Joyce Shaver
7401 Ashley Oaks Drive
Memphis, TN 38125

*SUMMIT ELEMENTARY PTA
408 Willoughby Lane
Collinsville, IL 62234
(618) 346-6222*

DOCKET FILE COPY ORIGINAL

April 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Summit PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mrs Tami Spurgeon
603 E Clay St. Collinsville*

Lake Arrowhead Elementary School PTA
Lake Arrowhead, CA 92352
April 1, 1997

DOCKET FILE COPY ORIGINAL

Federal Communications Commission
Mr. Reed Hundt, Chairman
1919 M Street N. W., Room 222
Washington, D. C. 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

On behalf of the Lake Arrowhead Elementary School PTA in Lake Arrowhead, California, I wish to record our objections to the industry-sponsored television rating system currently under consideration by the Federal Communications Commission. The proposed rating system, presented in January, 1997 by Jack Velenti, Chair of the TV Rating Implementation Group, would provide very little assistance to parents for making decisions about what is appropriate TV programming for their children. Parents want information about program content, not merely an age-based rating symbol flashed briefly on the television screen.

We believe that the proposed rating system does not adequately meet the requirements of the Television Act of 1996. We request that the FCC require a rating system which provides parents information needed to evaluate programming and includes the following:

- The rating must include information about program content, not merely a judgment on age appropriateness as decided by the TV industry.
- Rating icons presented on the TV screen must be prominently placed, large enough to be clearly visible, and should appear on the screen periodically through-out the program.
- The rating board must be independent of the TV industry and of the FCC, and it must include parents.
- Any system to be approved must be evaluated by independent research to determine if it meets the needs of parents.
- This issue is extremely important to parents. Thank you for the opportunity to comment.

Sincerely,



Tressa Sloan Kentner
Legislation Chair

March 25, 1997

DOCKET FILE COPY ORIGINAL

Reed Hundt / FCC Commission
Office of the Secretary
1919 M. Street N.W. Room 222
Washington, DC 20554
RE: CS Docket No. 97-55, FCC 97-34.

Reed Hundt -

It is my understanding that the V-chip Rating system for television programs is based on age-Rating. We are opposed to that method of Rating system, since it doesn't provide enough information for parents to make decisions of which programs are appropriate for their individual children. We believe it is the parent's right & duty to interpret what is right for their children, based on content information about the program, rather than relying on the industry's Rating decision, based on average age appropriateness. We, as parents, favor a Rating system that includes program content information.

Thank you -

Sincerely -

Doug & Holly Hansen
RR1 - Box 129A
Letcher, SD 57359

Members of G.B. Rogers Elementary PTA
Mitchell, SD 57301

Andrews Elementary P.T.A.
Portland, TX. 78374

DOCKET FILE COPY ORIGINAL

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);

*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;

*That the rating board be independent of the industry and the FCC and that it include parents; and

*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,



Portland, Texas

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34


I am writing on behalf of the National PTA and Southwind Elementary PTA of Memphis, Tennessee to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want that industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to our children and their families.

Sincerely,



Lori Lipscomb
4311 Barren Brook Drive
Memphis, TN 38125

April 3, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

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360 East Blithedale Avenue
Mill Valley
California 94941

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing you on behalf of the National PTA and the Park School PTA to voice our opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC *not* approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue important to children and families.

Sincerely,

Tracy Haughton
Secretary

DOCKET FILE COPY ORIGINAL

7499 85th Place S.E.
Mercer Island, WA 98040
2 April 1997

Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

reference: CS Docket No. 97-55, FCC 97-34

Dear Mr. Hundt:

I am writing as a PTA member in opposition to the proposed age-based television rating system. A rating system based on the **content** of television programs would provide more useful information as parents attempt to protect children from the violence and sexuality routinely aired. Please reconsider the current proposal for an industry rating system and adopt a rating system that includes program content descriptors.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Sarah Ellison', with a stylized flourish at the end.

Sarah Ellison

Attwood Elementary PTA
915 Attwood
Lansing, MI 48911

DOCKET FILE COPY ORIGINAL

April 1, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

Members of the Attwood Elementary PTA would like to voice our concern and displeasure with the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997.

As parents, we would like to know the content information about programs (violence, sexual content, nudity, adult language, etc.), and its frequency, so we can make our own determinations about age appropriate viewing. We would like this information on the screen (several times throughout the program for those tuning in at after the beginning of the program), as well as in TV scheduling publications.

It is our understanding that several surveys have been conducted which support parents desire for this type of rating system. It is important that any type of rating system approved by the FCC be evaluated by independent research to ensure it meets the needs of parents.

We thank you for your consideration of our position on this very important matter.

Sincerely,



Debbie Balan
President

DOCKET FILE COPY ORIGINAL

March 31, 1997

Mr. Reed Hundt, Chairman
Federal Communications Commission
1919 M Street NW Room 222
Washington DC 20554

RE: CS Docket No 97-55,FCC97-34

Dear Mr. Hundt and Members of the Commission:

I am very concerned about the television v-chip rating system currently under consideration by the Federal Communications Commission. This system, proposed by the TV industry and presented by Jack Valenti, Chair of the TV Rating Implementation Group in January 1997, serves the industry, not families and children. What parents really need is information about the content of programs their children might watch, not merely an age-rating symbol.

Parents do not want the TV industry to decide what is appropriate for our children; we want to make those choices for ourselves, based on information about the content of the program. Without content descriptions, shows on the TV screen and publicized in periodicals that list TV schedules, the ratings would not be very helpful.

Please do not approve the V-chip rating system proposed by the TV industry; and instead , call for one that would be more helpful to parents. We would have more confidence in a system that was independent of the TV and entertainment industry, and that included parents in the process.

Thank you for the opportunity to comment on this critically important issue.

Sincerely,



Sandy Rodley
3557 N. Delay Ave.
Covina, Calif. 91723

DOCKET FILE COPY ORIGINAL

March 31, 1997

Mr. Reed Hundt, Chairman
Federal Communications Commission
1919 M Street NW Room 222
Washington DC 20554

RE: CS Docket No 97-55,FCC97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the Sierra Vista Jr.High School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group in January 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *US News and World Report*, and Media Studies enter/Roper. Parents do not want the TV industry to interpret what is appropriate for their children. Parents want to make those choices themselves based on content information about the program. Without content descriptions, shows on the TV screen and publicized in periodicals that list TV schedules, the ratings would not be very helpful. We believe the TV industry's proposed rating system fails to adequately meet the requirements of the Television Act of 1996. Therefore, we request that the FCC reject the industry's rating system and require a rating system that meets at least the following requirements:

- * The rating must include information about program content, not merely a judgement on age appropriateness as decided by the TV industry such as V(for violence), S(for sexual depiction and nudity) and L(for language).
- * Rating icons presented on the TV screen must be prominently placed, large enough to be clearly visible, and should appear on the screen periodically throughout the program.
- * The rating board must be independent of the TV industry and of the FCC, and it must include parents.
- * Any system to be approved must be evaluated by independent research to determine if it meets the needs of parents.

This issue is extremely important to parents.

Thank you for the opportunity to comment on this critically important issue.

Sincerely,


Sandy Rodley

3557 N. Delay Ave.
Covina, Calif. 91723

DOCKET FILE COPY ORIGINAL

2 April 1997

Nila Blackham
574 East 910 North
Orem, UT 84097

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

97-55

Dear Chairman Hundt and Commissioners:

I am writing about the V-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on 17 January 1997.

I feel that this system does not give parents enough information about each television program, so that we may make informed decisions about which programs would be appropriate for our children to watch. The system does not inform parents about the content of programming. Instead of warning us about language, violence, sex, or adult situations in television programs, the system merely states the TV industry's opinion about which programs are appropriate for children.

I don't want the TV industry to make this judgement for me; I would like to know the content of each program, and judge for myself.

I know that the FCC will soon be deciding whether this rating system meets statutory requirements of the Telecommunications Act of 1996. As a concerned parent, I ask that you **not** approve this system.

Furthermore, I ask that you only accept a rating system which includes content information about each television program--such as "V" for violence, "S" for sex and nudity, and "L" for language.

I also ask that you require a V-chip band broad enough for parents to receive more than one rating system; that the rating icon on the TV screen be made larger and be more prominently placed on the screen; that the rating board be independent of the TV industry and the FCC, and that it include parents; and that any rating system approved by you be evaluated by independent research to determine if it meets the needs of parents.

Thank you for your attention to this issue. It is of vital importance to parents and children.

Sincerely,

Nila Blackham

Nila Blackham

DOCKET FILE COPY ORIGINAL

March 31, 1997

Mr. Reed Hundt, Chairman
Federal Communications Commission
1919 M Street NW Room 222
Washington DC 20554

RE: CS Docket No 97-55,FCC97-34

Dear Mr. Hundt and Members of the Commission:

On behalf of the South Hills High School PTA I wish to record our objections to the industry-sponsored television rating system currently under consideration by the Federal Communications Commission. This system, proposed by the TV industry and presented by Jack Valenti, Chair of the TV Rating Implementation Group in January 1997, would provide very little assistance to parents for making decisions about what is appropriate TV programming for their children. Parents want information about program content, not merely an age-based rating symbol flashed briefly on the television screen.

Parents do not want the TV industry to decide what is appropriate for our children; we want to make those choices for ourselves, based on information about the content of the program. Without content descriptions, shows on the TV screen and publicized in periodicals that list TV schedules, the ratings would not be very helpful. We believe the TV industry's proposed rating system fails to adequately meet the requirements of the Television Act of 1996. Therefore, we request that the FCC reject the industry's rating system and require a rating system that meets at least the following requirements:

- * The rating must include information about program content, not merely a judgement on age appropriateness as decided by the TV industry.
- * Rating icons presented on the TV screen must be prominently placed, large enough to be clearly visible, and should appear on the screen periodically throughout the program.
- * The rating board must be independent of the TV industry and of the FCC, and it must include parents.
- * Any system to be approved must be evaluated by independent research to determine if it meets the needs of parents.

This issue is extremely important to parents.

Thank you for the opportunity to comment on this critically important issue.

Sincerely,


Sandy Rodley

3557 N. Delay Ave.
Covina, Calif. 91723

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and Southwind Elementary PTA of Memphis, Tennessee to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want that industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to our children and their families.

Sincerely,



Linda Boyd
6994 Apple Creek
Memphis, TN 38125

DOCKET FILE COPY ORIGINAL

Lopez Elementary School PTA
637 Wabash Street
Fort Collins, CO 80526

March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Lopez Elementary School PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1977. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1966. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ♦ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ♦ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ♦ That the rating icon on the screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ♦ That the rating board be independent of the industry and the FCC and that it include parents; and
- ♦ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kathryn A. Summers
(Name)
1013 Stoneflower Ct.
Ft. Collins, CO (Address)
80526

Andrews Elementary P.T.A.
Portland, TX. 78374

DOCKET FILE COPY ORIGINAL

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,

Jerry & Dechy Beyer
Portland, Texas

Andrews Elementary P.T.A.
Portland, TX. 78374

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
197 M Street N.W., Room 222
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this issue so important to our children and families.

Sincerely,



Portland, Texas

PTA

Florida Congress of Parents and Teachers

DOCKET FILE COPY ORIGINAL
Latha Krishnaiyer
First Vice President
10405 N.W. 6th Street
Coral Spring, Florida 33071
(954) 752-8373
E-Mail: Krish.lr@worldnet.att.net

April 1, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

Dear Chairman Hundt and Commissioners:

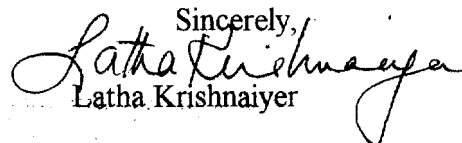
RE: CS Docket No. 97-55, FCC 97-34

As chair of the Critical Viewing Committee of the Florida PTA, I would like to represent the concerns of our membership regarding the v-chip rating system proposed by the TV Implementation Rating Group in January 1997. We join the National PTA in opposing this system, which clearly does not provide parents with adequate information regarding the content of the programs on television. Parents want to make choices for their children based on the content information about the program. Any ratings system adopted by the industry should at a minimum provide this information.

We join the National PTA in requesting the following provisions:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs.
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue crucial to children and families.

Sincerely,

Latha Krishnaiyer

April 1, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the City of Cripple Creek/Victor, Colorado PTA to voice my opinions and opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make appropriate decisions about what is the best TV programming for their individual children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. As you well know, there are no two children alike, nor are the parenting procedures for each family alike. Therefore, in my opinion, only each individual parent could decide what is appropriate for each child in their family. And none of these decisions could be universal, even within each family. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system the way it is set up now. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system as it stands. Further, the FCC should not accept a rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



E. Diane Seabolt
Cripple Creek, Colorado

cc: Joan Dykstra, President
National PTA
330 N. Wabash, Suite 2100
Chicago, IL 60611-3690

April 1, 1997

Mr. Reed Hundt, Chairman
Federal Communications Commission
1919 M Street NW, Room 222
Washington DC 20554

Dear Mr. Hundt and Members of the Commission:

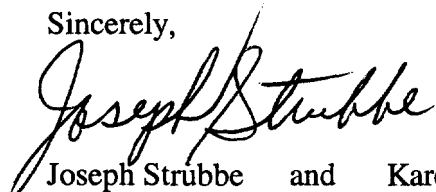

The television v-chip rating system currently under consideration by the Federal Communications Commission causes us a great deal of concern. The system that Jack Valenti, chair of the TV Rating Implementation Group, presented in January of this year, as proposed by the television industry, does not serve families or children -- it appears to serve the industry. What we as parents really need is information about the content of a program, not merely an age-rating symbol.

As parents, we do not want the industry determining what is appropriate for our child(ren) -- that is our choice based on the information we receive regarding content. Without content descriptions (shown on the television screen and printed in program listing guides) the ratings would not be very helpful.

Instead of approving the v-chip rating system currently proposed, we respectfully request that you and the members of the Commission call for a system that would be truly helpful to parents. Perhaps a system developed independently of the television/entertainment industry would generate more confidence for parents. Parents might even be included in the development process.

Thank you for this opportunity to express our concerns and opinions.

Sincerely,

 
Joseph Strubbe and Karen Strubbe
22736 Manalastas Drive
Lake Forest, CA 92630

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April 1. 1997

Mr. Reed Hundt & the FCC Commission
Office of the Secretary
1919 M. Street N.W. Rm. 222
Washington. DC 20554

C S Docket No. 97-55. FCC 97-34.

Mr. Hundt & the FCC Commission.

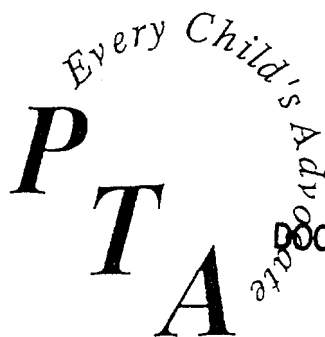
I write to you today to let you know that I am opposed to the current way T.V. shows are rated. As a concerned parent I am very careful about the shows my family watches. I want to be able to tell before watching a show if it is appropriate for my children or not. I would like to know if there are adult situations, violence, swearing etc. When my children want to go to a movie at the theatre I can tell by the rating system and the letters following (V. L. N etc.) if I think it is o.k. I want to be able to do the same for t.v.

It used to be that there were "family" shows. but now so many of the shows have all kinds of sexual innuendos and violence and a steady diet of that can desensitize you real fast.

Please think of what is best for the children. Rate the shows on content!

Thank you.

Carol Nace
Carol Nace
137 14th Ave. So.
S. St. Paul. MN 55075



VALHALLA

Valhalla Elementary School P.T.A. - Unit 9.4.75
27847 42nd Avenue South
Auburn, Washington 98001
DOCKET FILE COPY ORIGINAL (206) 859-0130

President: Cheri Staples 859-6401
Co-Vice Presidents: Lisa Hinkle 854-2584 and Wendy Creek 850-9454

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34


I am writing on behalf of the National PTA and the 150 members of the Valhalla Elementary School PTA, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence, S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Cheri Staples, President
27739 48th Ave. South
Auburn, WA 98001

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and Brookridge Elementary School in Overland Park, Kansas, to voice my opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Genda L. Stalter
11443 W. 105th Ln
Overland Park, KS 66214

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March 26, 1997

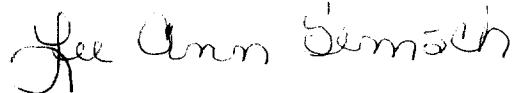
Mr. Reed Hundt & the FCC Commission
Office of the Secretary
1919 M Street NW, Room 222
Washington, D.C. 20554

Dear Mr. Hundt and the FCC Commission:

I am writing regarding the age-based rating system currently used on network television. As a mother and an educator I believe that this is an inadequate rating system. It is my belief that a content-based rating system would enhance parents' ability to make a more informed decision as to appropriate programming available for children. I urge you to revise the current system into a much more practical (effective) tool.

Thank you for your consideration of this matter.

Sincerely,

A handwritten signature in cursive script that reads "Lee Ann Semsch".

Lee-Ann Semsch
11925 NE Sherman Rd.
Kansas City, MO 64156